



## Epicor Success Story

# Energizer Thailand Ltd.

## Epicor iScala Helps Energizer Thailand Cut Costs and Make Better Decisions

### Company Facts

- ▶ Location: Thailand
- ▶ Industry: FMCG (household and personal care)
- ▶ Website: [www.energizer.com](http://www.energizer.com)

### Success Highlights

#### Challenges

- ▶ Energizer Thailand Ltd. was established in 1996 to distribute a broad category of household and personal care products. In face of the ever-changing business and regulatory environment in Thailand, the office needed a flexible, extensible, and scalable system, mainly for reporting. The office also needed a system that offers the shortest payback and a low total cost of ownership (TCO).

#### Solution

- ▶ Epicor® iScala®

#### Benefits

- ▶ Real-time visibility of inventory status
- ▶ Improved productivity, efficiency, and effectiveness by automating invoicing and reporting
- ▶ Overall effective and efficient management of resources
- ▶ Able to handle different pricing structures and complex discounts rules
- ▶ Availability of audit trail for all transactions



Energizer is one of the world's leading and most enduring dry cell batteries and flashlights brands. The pink Energizer Bunny® is a consumer icon today, while the muscle-bound anthropomorphic AA battery continues to reaffirm the longlasting durability of its batteries.

Energizer Holdings, Inc., (Energizer Holdings) offers solutions in portable power, lighting, wet shave, and personal grooming with 23 manufacturing facilities in 14 countries on 5 continents. It markets and sells products in 165 countries.

Energizer Thailand Ltd (Energizer Thailand) is the Thai subsidiary of Energizer Holdings. The company had been operating on a legacy system for more than a decade. That system was complicated and required many technical experts to support it. As a result, the company was unable to lower the system's total cost of ownership (TCO) for many years.

In the past, the technical experts constantly faced difficulty in creating new reports within the system. The task to create new reports required extensive customisation to create the new fields within the warehouse system. The process to add new data to the warehouse management system was complicated and extensive that required many man hours to complete.

The greatest challenge was the lack of automation and integration throughout the system—consolidated reports could not be generated as data could not be integrated across business processes and manual data entry was required.



## The solution

Energizer Holdings, in its effort to align all its global businesses, paved the way for the switch to the Epicor iScala ERP system. Built on the collaborative business Microsoft® .NET framework and web services-based framework, iScala is an integrated business solution that empowers its users to achieve operational excellence at lower costs.

Energizer Holdings implemented iScala financials, sales, assets, manufacturing, warehouse, logistics, and customer relationship management modules, and integrated with third-party applications across its offices, warehouses, and production plants globally.

The iScala system has been instrumental in helping Energizer Thailand to achieve its overall operational excellence by reducing its cost while improving usability and process efficiencies. With the iScala system in place, Energizer Thailand now experiences faster and more efficient sales cycles through improved distribution capabilities, quick purchase planning, and reporting—all the while ensuring that production processes could be managed in-house as well as externally. The solution provided Energizer Thailand with the tools needed to plan and execute the company's business processes with decreased transaction costs and a wealth of management information.

## Benefits

The iScala system not only fully integrates the company's sales, purchases, and general ledgers; it also proves worthwhile in managing the overall fixed assets of the company. The ledgers are the key components in providing real-time transaction management, ensuring all the data are recorded and sorted efficiently.

The integrated ledger infrastructure successfully captures, monitors, and reconciles the company's multi-dimensional financial transactions, enabling Energizer Thailand to fulfil its global reporting needs anytime and anywhere.

Energizer Thailand is now able to deliver their products to market faster, and save costs. The iScala system consolidated and automated the company's stock control, bill of materials, and purchasing needs, as well as its sales orders. This ensures that products are manufactured and stored just-in-time (JIT) to avoid wastage and keep the safety stock level at minimum.

In the area of business insight, the iScala system provides Energizer Thailand with real-time and easy-to-understand information. Information can be easily extracted, stored, and analysed for its users to help them work more efficiently and make better decisions. The system also enables management by exception whereby alerts can be pushed to respective users when an exception occurs.

As a result of the deployment, Energizer Thailand is able to reduce its overall operational costs, improve turnaround times, and get access to current supply and demand information to help the company make better business decisions with a high level of confidence.

In its business totality, Energizer Thailand has seen a marked improvement in their business operations since the deployment of the iScala system. With the business analytics reporting, the management team can analyze market information in real-time, and is also able to manage all accounting transactions and financial updates and statements. This has facilitated worldwide consolidation and integration. The move has been truly invaluable to Energizer Thailand and its group, as the reporting and business analytics generated by the iScala system have proven crucial in making important business decisions. In fact, the sales analysis and flexible management output are the key success factors in maintaining its market leadership in Thailand.

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**“The Thai market with its different pricing policies on raw material and supplies made things very difficult and complicated for the system configuration. However, we did not face this with Epicor iScala, as the solution aided us in enhancing our sales performance.”**

—Ms. Kongked Hadpinkajornjaru, Senior System Analyst | Energizer Thailand Ltd.

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Today, Energizer Thailand sees a positive return on investment (ROI). The company has reduced its operating procedures and increased speed in information sourcing by more than 15 percent. The users also find the interface user-friendly and able to import and export data between the iScala system and Microsoft Office applications seamlessly, thus improving their operational efficiency and productivity.

As globalization kicks in, companies need to increasingly think about their businesses from a global perspective. Implementing the iScala system has enabled Energizer Thailand to meet the challenges of globalization head-on, thus gaining an edge over its competitors to ensure their market share in the household and personal care market for many years.

## About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit [www.epicor.com](http://www.epicor.com).



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